DOCUMENT RESUME

ED 283 541 JC 870 279

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TITLE Employer Survey Results for the PVCC Graduating Class of 1984-85. Research Report Number 5-87.
INSTITUTION Piedmont Virginia Community Coll., Charlottesville, VA. Office of Institutional Research and Planning.
PUB DATE Jun 87
NOTE 46p.
PUB TYPE Reports - Research/Technical (143) -- Tests/Evaluation Instruments (160)

EDRS PRICE MF01/PC02 Plus Postage.
DESCRIPTORS *College Graduates; Community Colleges; *Employer Attitudes; Institutional Evaluation; *Job Performance; Job Satisfaction; Job Skills; Majors (Students); *Outcomes of Education; *Personnel Evaluation; Questionnaires; Surveys; Two Year Colleges; Two Year College Students; Vocational Education; Vocational Followup

ABSTRACT

In spring 1987, Piedmont Virginia Community College (PVCC) conducted a survey to determine employer satisfaction with the college's occupational/technical graduates. Survey forms were sent to the employers of 62 graduates who had previously granted permission for their employers to be contacted. Study findings, based on responses from 50 employers, included the following: (1) over 70% of the employers rated their employees as "excellent" or "good" in terms of technical job skills, quality of work, attitude toward work, cooperation with fellow workers, and cooperation with supervisors; (2) over 60% of the employers rated the employees as "excellent" or "good" in terms of mathematical, writing, speaking, research, and logic skills; (3) over 70% rated the occupational education/training and general education provided by PVCC as "excellent" or "good"; and (4) a slight correlation between the employees' job satisfaction and the employers' evaluations was found, with the highest correlation occurring between job satisfaction and employees' attitude toward work. The study report includes the survey instrument and findings by graduates' curriculum and degree received. (EJV)

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Employer Survey Results for the PVCC Graduating Class of 1984 - 85

Office of Institutional
Research and Planning
Piedmont Virginia
Community College
Charlottesville, Virginia

Research Report
Number 5-87

June 1987

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Piedmont Virginia Community College

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PVCC Institutional Research Brief

June 1987

MPLOYER SURVEY: PVCC GRADUATING CLASS OF 1984-85

During spring 1987, employers of Piedmont Virginia Community College (PVCC) graduates of the class of 1984-85 were surveyed. The results of the survey were published in Employer Survey Results for the PVCC Graduating Class of 1984-85 (PVCC Institutional Research Report No. 5-87, June 1987). This brief highlights those results.

Employers responding to the survey seemed quite satisfied with the PVCC graduates they had hired. With respect to job skills, performance, attitude, and general skills, 65% to 75% of the employers rated the graduates as either excellent or good. Only one employee was rated poor, and he or she was rated poor in only two categories (attitude toward work and cooperation with supervisors).

Employers also seemed highly satisfied with the education and training provided by PVCC. Approximately three of every four employers rated PVCC as either excellent or good in both occupational education/training and general education. No employer rated PVCC as poor.

It must be kept in mind that employers were not contacted unless permission was first obtained from the PVCC graduates working for them. This procedure may have affected the results positively, but two findings mitigate against this. First, the job satisfaction of graduates willing to have their employers contacted was similar to those unwilling. Approximately the same percentages of both groups claimed they were very satisfied, satisfied, not very satisfied, and unsatisfied with their jobs. Secondly, the correlation between job satisfaction and the employer evaluations was not high.

Tabulated results of the employer survey are listed in Table 1 on the reverse side of this brief.

(see reverse side)

TABLE 1: EVALUATION OF 1984-85 PVCC GRADUATES AND PVCC BY EMPLOYERS

CATEGORY	EXCELLENT (one of the best ever) No.	Pct.	GOOD better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
Technical job skills	11	22.4%	27	55.1%	11	22.4%	0	0.0%
Quality of work	15	30.6%	23	46.9%	11	22.4%	0	0.0%
Quantity of work	11	22.4%	23	46.9%	15	30.6%	0	0.0%
Attitude toward work	21	42.9%	17	34.7%	10	20.4%	1	2.0%
Cooperation with fellow workers	21	42.9%	15	30.6%	13	26.5%	0	0.0%
Cooperation with supervisors	23	46.9%	16	32.7%	9	18.4%	1	2.0%
Math skills	4	8.7%	28	60.9%	14	30.4%	0	0.0%
Writing skills	4	9.1%	24	54.5%	16	36.4%	0	0.0%
Speaking skills	7	15.6%	21	46.7%	17	37.8%	0	0.0%
Research skills	7	20.0%	18	51.4%	10	28.6%	0	0.0%
Logic skills	10	22.2%	22	48.9%	13	28.9%	0	0.0%
Occupational education/training	3	7.3%	27	65.9%	11	26.8%	0	0.0%
General education	4	10.0%	25	62.5%	11	27.5%	0	0.0%

EMPLOYER SURVEY RESULTS FOR THE PVCC GRADUATING CLASS OF 1984-85

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Charlottesville, Virginia
Research Report No. 5-87

June 1987

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EMPLOYER SURVEY RESULTS FOR THE PVCC GRADUATING CLASS OF 1984-85

INTRODUCTION

In 1976 Piedmont Virginia Community College (PVCC) conducted a survey to determine employer satisfaction with the college's occupational/technical graduates. A second employer survey, limited to graduates of the class of 1978-79, was conducted in 1980. Both surveys indicated that employers were satisfied "with the knowledge, work attitudes and work quality of the graduates, and that PVCC employees [were] often rated as better prepared than comparable employees without the PVCC training."[1]

PVCC did not conduct any employer surveys after 1980 because of the feeling such surveys might violate the privacy rights of graduates. Employers, however, offer a unique perspective by which to evaluate the success of PVCC graduates and the effectiveness of PVCC programs. With the increasing emphasis at the state and federal level upon educational outcomes assessment, it is imperative that PVCC know how employers feel about the college's graduates and its programs. For this reason, PVCC has decided to both respect the privacy rights of its graduates and

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[1]Robert A. Ross, Employer Follow-Up on the Occupational/Technical Graduates of the Class of 1978-1979 (PVCC Research Report No. 3-80), p. 2.

conduct an annual employer survey. This report summarizes the results of the first of these surveys.

METHODOLOGY

To overcome the ethical issue of privacy, the college surveyed only employers of graduates who had already given permission to conduct an employer survey. This procedure raises the possibility of a self-selection bias. After all, dissatisfied graduates might be reluctant to grant permission to contact their employers. However, insuring the privacy of PVCC graduates is more important than eliminating possible survey bias.

In the graduate follow-up survey of the class of 1984-85, 62 graduates answered yes to the question "may we contact your employer to conduct an employer follow-up survey."[2] In March 1987 survey forms were sent to the employers of these graduates. In April surveys were mailed a second time to those employers who had not responded to the first mailing.

Three employers indicated they would not participate in the survey. Fifty of the remaining 59 employers returned valid surveys for a response rate of 84.7%. Such a high response rate was encouraging.

Employer comments are included in this report as Appendix B, and a list of all participating employers is included as Appendix

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[2]See Ronald B. Head, Follow-up Survey of PVCC Graduates of the Class of 1984-85 (PVCC Research Report No. 3-86, July 1986).

C. The survey instrument is included as Appendix D, and the cover letters for the two mailings are included as Appendix E.

EMPLOYER EVALUATION OF JOB PERFORMANCE OF PVCC GRADUATES

The evaluation of 1984-85 PVCC graduates by their employers with respect to job skills, performance, and attitudes is presented in Table 1.

TABLE 1: WORK EVALUATION OF 1984-85 PVCC GRADUATES BY EMPLOYERS

CATEGORY	EXCELLENT (one of the best ever)		GOOD better than most)		AVERAGE (about the same as most)		POOR (worse than most)	
	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.
Technical job skills	11	22.4%	27	55.1%	11	22.4%	0	0.0%
Quality of work	15	30.6%	23	46.9%	11	22.4%	0	0.0%
Quantity of work	11	22.4%	23	46.9%	15	30.6%	0	0.0%
Attitude toward work	21	42.9%	17	34.7%	10	20.4%	1	2.0%
Cooperation with fellow workers	21	42.9%	15	30.6%	13	26.5%	0	0.0%
Cooperation with supervisors	23	46.9%	16	32.7%	9	18.4%	1	2.0%

As can be seen, nearly three of every four employers rated PVCC graduates as either "EXCELLENT (one of the best ever)" or

"GOOD (better than most)." Overall, PVCC graduates were rated highest in their ability to cooperate with their supervisors and lowest in the quantity of work produced. In only two instances were PVCC graduates rated as "POOR (worse than most)." One graduate was rated as poor in both his or her attitude toward work, as well as in his or her cooperation with supervisors. The employer ratings of these graduates by each of the categories in Table 1 is displayed graphically in Figures 1-6.

FIGURE 1: EMPLOYER EVALUATION OF TECHNICAL JOB SKILLS OF 1984-85 PVCC GRADUATES

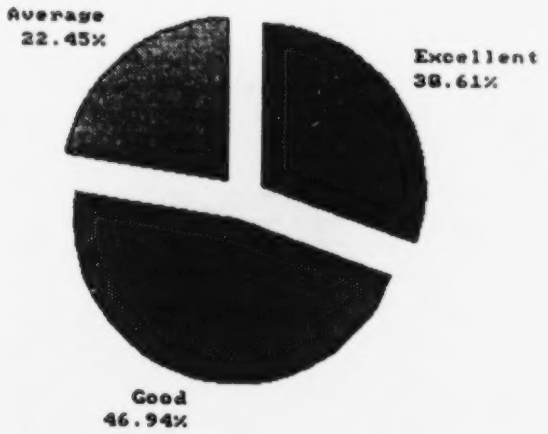

FIGURE 2: EMPLOYER EVALUATION OF QUALITY OF WORK OF 1984-85 PVCC GRADUATES

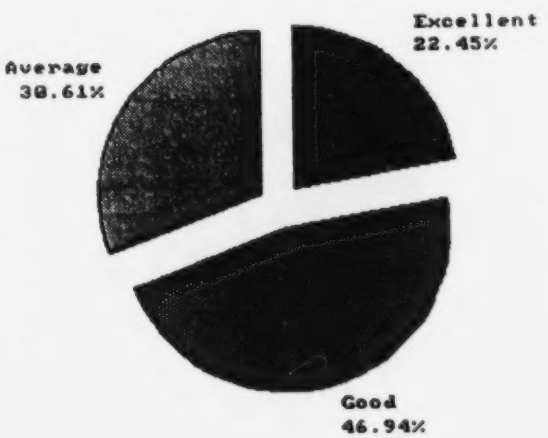

FIGURE 3: EMPLOYER EVALUATION OF QUANTITY OF WORK OF 1984-85 PVCC GRADUATES

FIGURE 4: EMPLOYER EVALUATION OF ATTITUDE TOWARD WORK OF 1984-85 PVCC GRADUATES

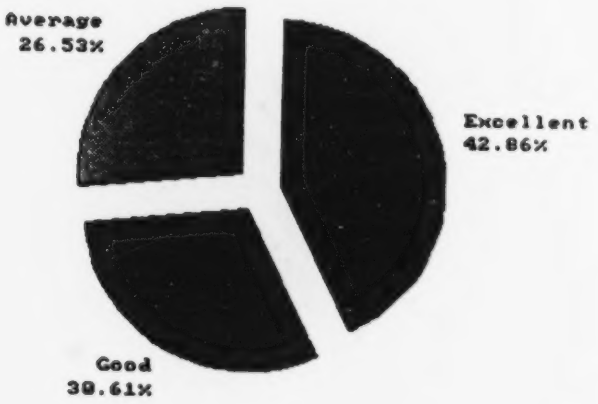

FIGURE 5: EMPLOYER EVALUATION OF COOPERATION WITH FELLOW WORKERS OF 1984-85 PVCC GRADUATES

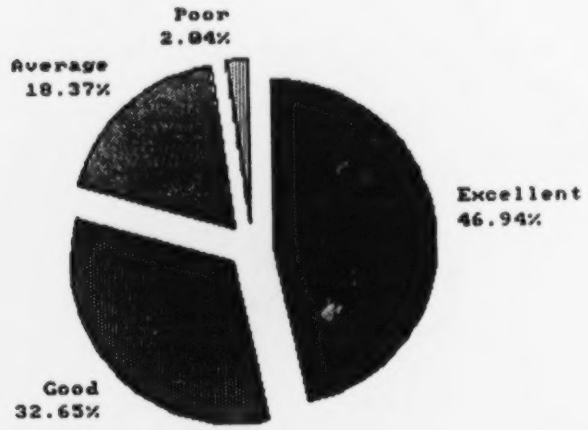

FIGURE 6: EMPLOYER EVALUATION OF COOPERATION WITH SUPERVISORS OF 1984-85 PVCC GRADUATES

The employer evaluations of 1984-85 PVCC graduates by both division and degree, as well as by technical job skills, quality and quantity of work, attitude, and cooperation with fellow workers and supervisors are presented in Tables 5-16 of Appendix A. Care should be taken in interpreting the results of these tables due to the small number of respondents in certain programs.

Of the 50 graduates whose employers returned valid surveys, 26% (13) indicated on the graduate follow-up survey they were very satisfied with their jobs, 68% (34) indicated they were satisfied, 6% (3) indicated they were not very satisfied, and 0% (0) indicated they were unsatisfied. These percentage figures relate closely with the job satisfaction of all respondents to the graduate follow-up survey. Twenty-nine percent of all

respondents were very satisfied with their jobs, 61% were satisfied, 9% were not very satisfied, and 1% were unsatisfied.

Because of the close relationship between respondents who granted permission to PVCC to contact their employers and all respondents, it is questionable whether in fact the results of this employer survey were biased by the selection procedure. To investigate this further, correlation coefficients were calculated between each of the categories in Table 1 and the job satisfaction of the PVCC graduates. The results are presented in Table 2.

TABLE 2: CORRELATION BETWEEN JOB SATISFACTION AND EMPLOYER EVALUATION OF 1984-85 PVCC GRADUATES

CATEGORY	CORRELATION COEFFICIENT
Technical job skills	0.0770
Quality of work	0.1265
Quantity of work	0.1558
Attitude toward work	0.2762
Cooperation with fellow workers	0.2050
Cooperation with supervisors	0.1704

NOTE: The correlation coefficient in this table was calculated using the Pearson product-moment correlation coefficient. Measures of correlation are typically defined as having values ranging from -1 to +1. A value of -1 indicates a perfect negative relation, while a value of +1 indicates a perfect positive relation.

Only a slight correlation between job satisfaction and the employer evaluations is evident. As might be expected, the highest correlation was between job satisfaction and the employee's attitude toward work (attitude and satisfaction are nearly synonymous terms), and the lowest was between job satisfaction and technical job skills (one's job skills are not always related to one's interests).

EMPLOYER EVALUATION OF GENERAL SKILLS OF PVCC GRADUATES

Table 3 shows the evaluation of general skills given to 1984-85 PVCC graduates by their employers.

TABLE 3: GENERAL SKILLS EVALUATION OF 1984-85 PVCC GRADUATES BY EMPLOYERS

CATEGORY	EXCELLENT (one of the best ever)		GOOD better than most)		AVERAGE (about the same as most)		POOR (worse than most)	
	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.
Math skills	4	8.7%	28	60.9%	14	30.4%	0	0.0%
Writing skills	4	9.1%	24	54.5%	16	36.4%	0	0.0%
Speaking skills	7	15.6%	21	46.7%	17	37.8%	0	0.0%
Research skills	7	20.0%	18	51.4%	10	28.6%	0	0.0%
Logic skills	10	22.2%	22	48.9%	13	28.9%	0	0.0%

For the most part, employers rated the PVCC graduates highly, feeling they were better than most employees. No graduates were rated as "POOR (worse than most)," and between 8.7% and 22.2% were rated as "EXCELLENT (one of the best ever)." The ratings were fairly consistent according to category. Figures 7-11 display these ratings graphically.

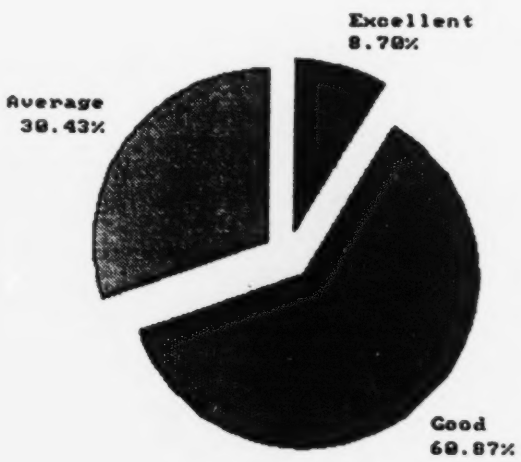

FIGURE 7: EMPLOYER EVALUATION OF MATH SKILLS OF 1984-85 PVCC GRADUATES

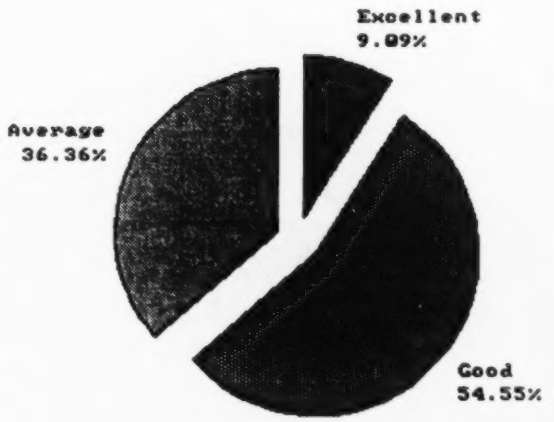

FIGURE 8: EMPLOYER EVALUATION OF WRITING SKILLS OF 1984-85 PVCC GRADUATES

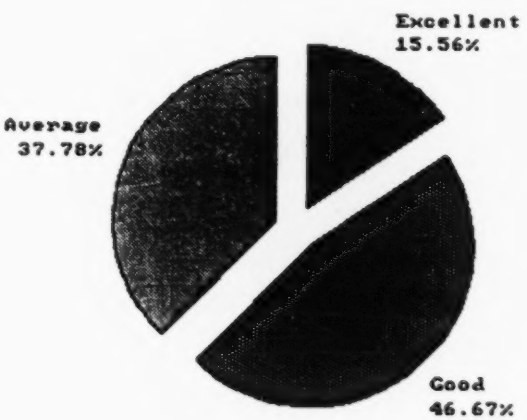

FIGURE 9: EMPLOYER EVALUATION OF SPEAKING SKILLS OF 1984-85 PVCC GRADUATES

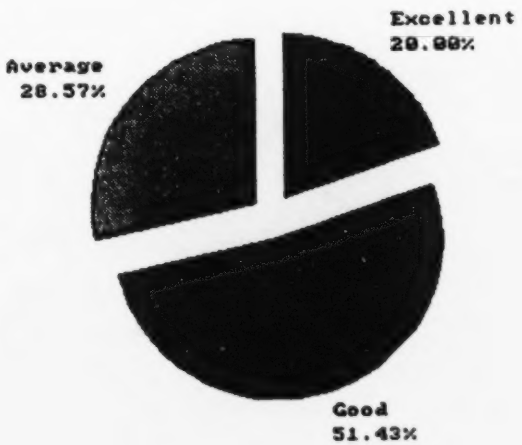

FIGURE 10: EMPLOYER EVALUATION OF RESEARCH SKILLS OF 1984-85 PVCC GRADUATES

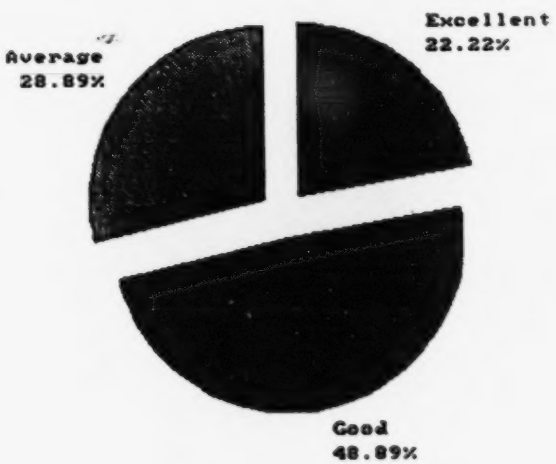

FIGURE 11: EMPLOYER EVALUATION OF LOGIC SKILLS OF 1984-85 PVCC GRADUATES

The employer evaluations of 1984-85 PVCC graduates by both division and degree, as well as by skills in math, writing, speaking, research, and logic are presented in Tables 17-26 of Appendix A. Again, care should be exercised in interpreting the results of any table in Appendix A. In many cases, the numbers of respondents by category are too few for meaningful conclusions to be drawn.

EMPLOYER EVALUATION OF TRAINING AND EDUCATION AT PVCC

Employers were given the opportunity while completing the survey to rate PVCC according to two categories: (1) occupational education/training, and (2) general education. The results are shown in Table 4.

TABLE 4: EVALUATION OF PVCC BY EMPLOYERS OF 1984-85 PVCC GRADUATES

CATEGORY	EXCELLENT (one of the best ever)		GOOD better than most)		AVERAGE (about the same as most)		POOR (worse than most)	
	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.
Occupational education/training	3	7.3%	27	65.9%	11	26.8%	0	0.0%
General education	4	10.0%	25	62.5%	11	27.5%	0	0.0%

Over 60% of the employers rated PVCC as "GOOD (better than most)" for both categories, and slightly over 25% rated it as

"AVERAGE (about the same as most)." Ten percent of the employers rated PVCC as "EXCELLENT (one of the best ever)" in general education, and 7.3% rated it as excellent in occupational education/training. These ratings are shown graphically in Figures 12 and 13.

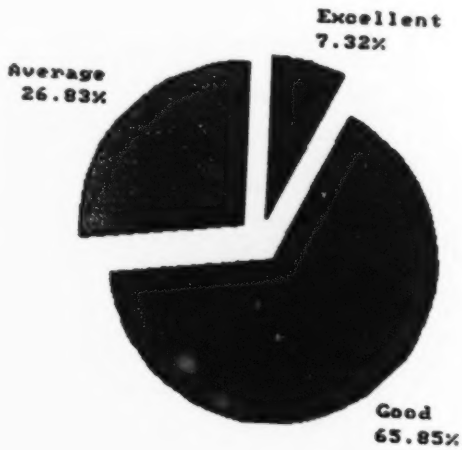

FIGURE 12: EVALUATION OF PVCC'S OCCUPATIONAL EDUCATION/ TRAINING BY EMPLOYERS OF 1984-85 PVCC GRADUATES

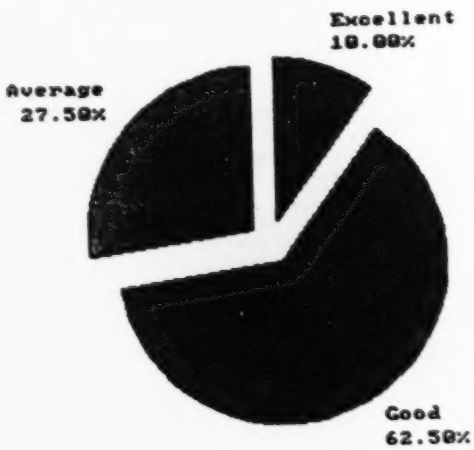

FIGURE 13: EVALUATION OF PVCC'S GENERAL EDUCATION BY EMPLOYERS OF 1984-85 PVCC GRADUATES

CONCLUSIONS

The employers responding to the survey seemed quite satisfied with the PVCC graduates they had hired. With respect to job skills, performance, attitude, and general skills, 65% to 75% of the employers rated the graduates as either excellent or good. Only one employee was rated poor, and he or she was rated poor in only two categories (attitude toward work and cooperation with supervisors).

The employers also seemed highly satisfied with the education and training provided by PVCC. Approximately three of every four employers rated PVCC as either excellent or good in both occupational education/training and general education. No employer rated PVCC as poor.

It must be kept in mind that employers were not contacted unless permission was first obtained from the PVCC graduates working for them. This procedure may have affected the results positively, but two findings mitigate against this. First, the job satisfaction of graduates willing to have their employers contacted was similar to those unwilling. Approximately the same percentages of both groups claimed they were very satisfied, satisfied, not very satisfied, and unsatisfied with their jobs. Secondly, the correlation between job satisfaction and the employer evaluations was not high.

APPENDIX A:

EMPLOYER EVALUATIONS BY CURRICULUM AND DEGREE RECEIVED

TABLE 5: EMPLOYER EVALUATION OF TECHNICAL JOB SKILLS
OF 1984-85 PVCC GRADUATES BY CURRICULUM

CATEGORY	EXCELLENT (one of the best ever) No.	Pct.	GOOD better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
General Studies	0	0.0%	2	50.0%	2	50.0%	0	0.0%
Science	3	100.0%	0	0.0%	0	0.0%	0	0.0%
Accounting	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Data Processing	3	50.0%	3	50.0%	0	0.0%	0	0.0%
Electronics	0	0.0%	5	100.0%	0	0.0%	0	0.0%
Management	1	50.0%	0	0.0%	1	50.0%	0	0.0%
Nursing	2	12.5%	9	56.3%	5	31.3%	0	0.0%
Police Science	0	0.0%	1	50.0%	1	50.0%	0	0.0%
Respiratory Therapy	0	0.0%	2	50.0%	2	50.0%	0	0.0%
Career Studies	2	33.3%	4	66.7%	0	0.0%	0	0.0%
TOTAL	11	22.4%	27	55.1%	11	22.4%	0	0.0%

TABLE 6: EMPLOYER EVALUATION OF TECHNICAL JOB SKILLS
OF 1984-85 PVCC GRADUATES BY DEGREE RECEIVED

CATEGORY	EXCELLENT (one of the best ever) No.	Pct.	GOOD better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
A.A.	0	--	0	--	--	0	--	--
A.S.	3	42.9%	2	28.6%	2	28.6%	0	0.0%
A.A.S.	6	16.7%	21	58.3%	9	25.0%	0	0.0%
Certificate	2	33.3%	4	66.7%	0	0.0%	0	0.0%
TOTAL	11	22.4%	27	55.1%	11	22.4%	0	0.0%

TABLE 7: EMPLOYER EVALUATION OF QUALITY OF WORK
OF 1984-85 PVCC GRADUATES BY CURRICULUM

CATEGORY	EXCELLENT (one of the best ever) No.	Pct.	GOOD better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
General Studies	2	50.0%	1	25.0%	1	25.0%	0	0.0%
Science	3	100.0%	0	0.0%	0	0.0%	0	0.0%
Accounting	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Data Processing	3	50.0%	3	50.0%	0	0.0%	0	0.0%
Electronics	1	20.0%	4	80.0%	0	0.0%	0	0.0%
Management	1	50.0%	0	0.0%	1	50.0%	0	0.0%
Nursing	4	25.0%	8	50.0%	4	25.0%	0	0.0%
Police Science	0	0.0%	1	50.0%	1	50.0%	0	0.0%
Respiratory Therapy	0	0.0%	2	50.0%	2	50.0%	0	0.0%
Career Studies	1	16.7%	3	50.0%	2	33.3%	0	0.0%
TOTAL	15	30.6%	23	46.9%	11	22.4%	0	0.0%

TABLE 8: EMPLOYER EVALUATION OF QUALITY OF WORK
OF 1984-85 PVCC GRADUATES BY DEGREE RECEIVED

CATEGORY	EXCELLENT (one of the best ever) No.	Pct.	GOOD better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
A.A.	0	--	0	--	0	--	0	--
A.S.	5	71.4%	1	14.3%	1	14.3%	0	0.0%
A.A.S.	9	25.0%	19	52.8%	8	22.2%	0	0.0%
Certificate	1	16.7%	3	50.0%	2	33.3%	0	0.0%
TOTAL	15	30.6%	23	46.9%	11	22.4%	0	0.0%

TABLE 9: EMPLOYER EVALUATION OF QUANTITY OF WORK
OF 1984-85 PVCC GRADUATES BY CURRICULUM

CATEGORY	EXCELLENT (one of the best ever)		GOOD better than most)		AVERAGE (about the same as most)		POOR (worse than most)	
	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.
General Studies	1	25.0%	1	25.0%	2	50.0%	0	0.0%
Science	3	100.0%	0	0.0%	0	0.0%	0	0.0%
Accounting	0	0.0%	0	0.0%	1	100.0%	0	0.0%
Data Processing	0	0.0%	5	83.3%	1	16.7%	0	0.0%
Electronics	0	0.0%	5	100.0%	0	0.0%	0	0.0%
Management	1	50.0%	0	0.0%	1	50.0%	0	0.0%
Nursing	4	25.0%	7	43.8%	5	31.3%	0	0.0%
Police Science	0	0.0%	1	50.0%	1	50.0%	0	0.0%
Respiratory Therapy	0	0.0%	1	25.0%	3	75.0%	0	0.0%
Career Studies	2	33.3%	3	50.0%	1	16.7%	0	0.0%
TOTAL	11	22.4%	23	46.9%	15	30.6%	0	0.0%

TABLE 10: EMPLOYER EVALUATION OF QUANTITY OF WORK
OF 1984-85 PVCC GRADUATES BY DEGREE RECEIVED

CATEGORY	EXCELLENT (one of the best ever)		GOOD better than most)		AVERAGE (about the same as most)		POOR (worse than most)	
	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.
A.A.	0	--	0	--	0	--	0	--
A.S.	4	57.1%	1	14.3%	2	28.6%	0	0.0%
A.A.S.	5	13.9%	19	52.8%	12	33.3%	0	0.0%
Certificate	2	33.3%	3	50.0%	1	16.7%	0	0.0%
TOTAL	11	22.4%	23	46.9%	15	30.6%	0	0.0%

TABLE 11: EMPLOYER EVALUATION OF ATTITUDE TOWARD WORK OF 1984-85 PVCC GRADUATES BY CURRICULUM

CATEGORY	EXCELLENT (one of the best ever) No.	Pct.	GOOD better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
General Studies	1	25.0%	3	75.0%	0	0.0%	0	0.0%
Science	3	100.0%	0	0.0%	0	0.0%	0	0.0%
Accounting	0	0.0%	0	0.0%	1	100.0%	0	0.0%
Data Processing	1	16.7%	5	83.3%	0	0.0%	0	0.0%
Electronics	3	60.0%	2	40.0%	0	0.0%	0	0.0%
Management	1	50.0%	0	0.0%	1	50.0%	0	0.0%
Nursing	9	56.3%	3	18.8%	4	25.0%	0	0.0%
Police Science	1	50.0%	0	0.0%	1	50.0%	0	0.0%
Respiratory Therapy	0	0.0%	1	25.0%	2	50.0%	1	25.0%
Career Studies	2	33.3%	3	50.0%	1	16.7%	0	0.0%
TOTAL	21	42.9%	17	34.7%	10	20.4%	1	2.0%

TABLE 12: EMPLOYER EVALUATION OF ATTITUDE TOWARD WORK OF 1984-85 PVCC GRADUATES BY DEGREE RECEIVED

CATEGORY	EXCELLENT (one of the best ever) No.	Pct.	GOOD better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
A.A.	0	--	0	--	0	--	0	--
A.S.	4	57.1%	3	42.9%	0	0.0%	0	0.0%
A.A.S.	15	41.7%	11	30.6%	9	25.0%	1	2.8%
Certificate	2	33.3%	3	50.0%	1	16.7%	0	0.0%
TOTAL	21	42.9%	17	34.7%	10	20.4%	1	2.0%

TABLE 13: EMPLOYER EVALUATION OF COOPERATION WITH FELLOW WORKERS OF 1984-85 PVCC GRADUATES BY CURRICULUM

CATEGORY	EXCELLENT (one of the best ever)		GOOD better than most)		AVERAGE (about the same as most)		POOR (worse than most)	
	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.
General Studies	2	50.0%	1	25.0%	1	25.0%	0	0.0%
Science	3	100.0%	0	0.0%	0	0.0%	0	0.0%
Accounting	0	0.0%	0	0.0%	1	100.0%	0	0.0%
Data Processing	1	16.7%	4	66.7%	1	16.7%	0	0.0%
Electronics	4	80.0%	1	20.0%	0	0.0%	0	0.0%
Management	1	50.0%	0	0.0%	1	50.0%	0	0.0%
Nursing	7	43.8%	5	31.3%	4	25.0%	0	0.0%
Police Science	0	0.0%	2	100.0%	0	0.0%	0	0.0%
Respiratory Therapy	0	0.0%	0	0.0%	4	100.0%	0	0.0%
Career Studies	3	50.0%	2	33.3%	1	16.7%	0	0.0%
TOTAL	21	42.9%	15	30.6%	13	26.5%	0	0.0%

TABLE 14: EMPLOYER EVALUATION OF COOPERATION WITH FELLOW WORKERS OF 1984-85 PVCC GRADUATES BY DEGREE RECEIVED

CATEGORY	EXCELLENT (one of the best ever)		GOOD better than most)		AVERAGE (about the same as most)		POOR (worse than most)	
	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.
A.A.	0	--	0	--	0	--	0	--
A.S.	5	71.4%	1	14.3%	1	14.3%	0	0.0%
A.A.S.	13	36.1%	12	33.3%	11	30.6%	0	0.0%
Certificate	3	50.0%	2	33.3%	1	16.7%	0	0.0%
TOTAL	21	42.9%	15	30.6%	13	26.5%	0	0.0%

TABLE 15: EMPLOYER EVALUATION OF COOPERATION WITH SUPERVISORS OF 1984-85 PVCC GRADUATES BY CURRICULUM

CATEGORY	EXCELLENT (one of the best ever)		GOOD better than most)		AVERAGE (about the same as most)		POOR (worse than most)	
	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.
General Studies	3	75.0%	0	0.0%	1	25.0%	0	0.0%
Science	3	100.0%	0	0.0%	0	0.0%	0	0.0%
Accounting	0	0.0%	0	0.0%	1	100.0%	0	0.0%
Data Processing	2	33.3%	3	50.0%	1	16.7%	0	0.0%
Electronics	4	80.0%	1	20.0%	0	0.0%	0	0.0%
Management	1	50.0%	0	0.0%	1	50.0%	0	0.0%
Nursing	7	43.8%	5	31.3%	4	25.0%	0	0.0%
Police Science	1	50.0%	1	50.0%	0	0.0%	0	0.0%
Respiratory Therapy	0	0.0%	3	75.0%	0	0.0%	1	25.0%
Career Studies	2	33.3%	3	50.0%	1	16.7%	0	0.0%
TOTAL	23	46.9%	16	32.7%	9	18.4%	1	2.0%

TABLE 16: EMPLOYER EVALUATION OF COOPERATION WITH SUPERVISORS OF 1984-85 PVCC GRADUATES BY DEGREE RECEIVED

CATEGORY	EXCELLENT (one of the best ever)		GOOD better than most)		AVERAGE (about the same as most)		POOR (worse than most)	
	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.
A.A.	0	--	0	--	0	--	0	--
A.S.	6	85.7%	0	0.0%	1	14.3%	0	0.0%
A.A.S.	15	41.7%	13	36.1%	7	19.4%	1	2.8%
Certificate	2	33.3%	3	50.0%	1	16.7%	0	0.0%
TOTAL	23	46.9%	16	32.7%	9	18.4%	1	2.0%

TABLE 17: EMPLOYER EVALUATION OF MATH SKILLS
OF 1984-85 PVCC GRADUATES BY CURRICULUM

CATEGORY	EXCELLENT (one of the best ever)		GOOD better than most)		AVERAGE (about the same as most)		POOR (worse than most)	
	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.
General Studies	0	0.0%	3	75.0%	1	25.0%	0	0.0%
Science	1	33.3%	2	66.7%	0	0.0%	0	0.0%
Accounting	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Data Processing	0	0.0%	3	50.0%	3	50.0%	0	0.0%
Electronics	0	0.0%	5	100.0%	0	0.0%	0	0.0%
Management	0	0.0%	1	50.0%	1	50.0%	0	0.0%
Nursing	3	23.1%	7	53.8%	3	23.1%	0	0.0%
Police Science	0	0.0%	0	0.0%	2	100.0%	0	0.0%
Respiratory Therapy	0	0.0%	1	25.0%	3	75.0%	0	0.0%
Career Studies	0	0.0%	5	83.3%	1	16.7%	0	0.0%
TOTAL	4	8.7%	28	60.9%	14	30.4%	0	0.0%

TABLE 18: EMPLOYER EVALUATION OF MATH SKILLS
OF 1984-85 PVCC GRADUATES BY DEGREE RECEIVED

CATEGORY	EXCELLENT (one of the best ever)		GOOD better than most)		AVERAGE (about the same as most)		POOR (worse than most)	
	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.
A.A.	0	--	0	--	0	--	0	--
A.S.	1	14.3%	5	71.4%	1	14.3%	0	0.0%
A.A.S.	3	9.1%	18	54.5%	12	36.4%	0	0.0%
Certificate	0	0.0%	5	83.3%	1	16.7%	0	0.0%
TOTAL	4	8.7%	28	60.9%	14	30.4%	0	0.0%

TABLE 19: EMPLOYER EVALUATION OF WRITING SKILLS
OF 1984-85 PVCC GRADUATES BY CURRICULUM

CATEGORY	EXCELLENT (one of the best ever)		GOOD better than most)		AVERAGE (about the same as most)		POOR (worse than most)	
	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.
General Studies	0	0.0%	2	66.7%	1	33.3%	0	0.0%
Science	1	33.3%	2	66.7%	0	0.0%	0	0.0%
Accounting	0	--	0	--	0	--	0	--
Data Processing	0	0.0%	2	33.3%	4	66.7%	0	0.0%
Electronics	0	0.0%	4	100.0%	0	0.0%	0	0.0%
Management	0	0.0%	1	50.0%	1	50.0%	0	0.0%
Nursing	3	21.4%	8	57.1%	3	21.4%	0	0.0%
Police Science	0	0.0%	0	0.0%	2	100.0%	0	0.0%
Respiratory Therapy	0	0.0%	2	50.0%	2	50.0%	0	0.0%
Career Studies	0	0.0%	3	50.0%	3	50.0%	0	0.0%
TOTAL	4	9.1%	24	54.5%	16	36.4%	0	0.0%

TABLE 20: EMPLOYER EVALUATION OF WRITING SKILLS
OF 1984-85 PVCC GRADUATES BY DEGREE RECEIVED

CATEGORY	EXCELLENT (one of the best ever)		GOOD better than most)		AVERAGE (about the same as most)		POOR (worse than most)	
	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.
A.A.	0	--	0	--	0	--	0	--
A.S.	1	16.7%	4	66.7%	1	16.7%	0	0.0%
A.A.S.	3	9.4%	17	53.1%	12	37.5%	0	0.0%
Certificate	0	0.0%	3	50.0%	3	50.0%	0	0.0%
TOTAL	4	9.1%	24	54.5%	16	36.4%	0	0.0%

TABLE 21: EMPLOYER EVALUATION OF SPEAKING SKILLS
OF 1984-85 PVCC GRADUATES BY CURRICULUM

CATEGORY	EXCELLENT (one of the best ever) No.	Pct.	GOOD better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
General Studies	1	33.3%	1	33.3%	1	33.3%	0	0.0%
Science	1	33.3%	2	66.7%	0	0.0%	0	0.0%
Accounting	0	0.0%	0	0.0%	1	100.0%	0	0.0%
Data Processing	0	0.0%	2	33.3%	4	66.7%	0	0.0%
Electronics	0	0.0%	4	100.0%	0	0.0%	0	0.0%
Management	0	0.0%	1	50.0%	1	50.0%	0	0.0%
Nursing	5	35.7%	6	42.9%	3	21.4%	0	0.0%
Police Science	0	0.0%	0	0.0%	2	100.0%	0	0.0%
Respiratory Therapy	0	0.0%	1	25.0%	3	75.0%	0	0.0%
Career Studies	0	0.0%	4	66.7%	2	33.3%	0	0.0%
TOTAL	7	15.6%	21	46.7%	17	37.8%	0	0.0%

TABLE 22: EMPLOYER EVALUATION OF SPEAKING SKILLS
OF 1984-85 PVCC GRADUATES BY DEGREE RECEIVED

CATEGORY	EXCELLENT (one of the best ever) No.	Pct.	GOOD better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
A.A.	0	--	0	--	0	--	0	--
A.S.	2	33.3%	3	50.0%	1	16.7%	0	0.0%
A.A.S.	5	15.2%	14	42.4%	14	42.4%	0	0.0%
Certificate	0	0.0%	4	66.7%	2	33.3%	0	0.0%
TOTAL	7	15.6%	21	46.7%	17	37.8%	0	0.0%

TABLE 23: EMPLOYER EVALUATION OF RESEARCH SKILLS
OF 1984-85 PVCC GRADUATES BY CURRICULUM

CATEGORY	EXCELLENT (one of the best ever)		GOOD better than most)		AVERAGE (about the same as most)		POOR (worse than most)	
	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.
General Studies	0	0.0%	1	50.0%	1	50.0%	0	0.0%
Science	2	66.7%	1	33.3%	0	0.0%	0	0.0%
Accounting	0	--	0	--	0	--	0	--
Data Processing	0	0.0%	5	83.3%	1	16.7%	0	0.0%
Electronics	1	25.0%	2	50.0%	1	25.0%	0	0.0%
Management	1	100.0%	0	0.0%	0	0.0%	0	0.0%
Nursing	2	25.0%	3	37.5%	3	37.5%	0	0.0%
Police Science	0	0.0%	0	0.0%	2	100.0%	0	0.0%
Respiratory Therapy	0	0.0%	1	33.3%	2	66.7%	0	0.0%
Career Studies	1	16.7%	5	83.3%	0	0.0%	0	0.0%
TOTAL	7	20.0%	18	51.4%	10	28.6%	0	0.0%

TABLE 24: EMPLOYER EVALUATION OF RESEARCH SKILLS
OF 1984-85 PVCC GRADUATES BY DEGREE RECEIVED

CATEGORY	EXCELLENT (one of the best ever)		GOOD better than most)		AVERAGE (about the same as most)		POOR (worse than most)	
	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.
A.A.	0	--	0	--	0	--	0	--
A.S.	2	40.0%	2	40.0%	1	20.0%	0	0.0%
A.A.S.	4	16.7%	11	45.8%	9	37.5%	0	0.0%
Certificate	1	16.7%	5	83.3%	0	0.0%	0	0.0%
TOTAL	7	20.0%	18	51.4%	10	28.6%	0	0.0%

TABLE 25: EMPLOYER EVALUATION OF LOGIC SKILLS
OF 1984-85 PVCC GRADUATES BY CURRICULUM

CATEGORY	EXCELLENT (one of the best ever)		GOOD better than most)		AVERAGE (about the same as most)		POOR (worse than most)	
	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.
General Studies	1	33.3%	1	33.3%	1	33.3%	0	0.0%
Science	3	100.0%	0	0.0%	0	0.0%	0	0.0%
Accounting	0	0.0%	0	0.0%	1	100.0%	0	0.0%
Data Processing	1	16.7%	4	66.7%	1	16.7%	0	0.0%
Electronics	0	0.0%	4	100.0%	0	0.0%	0	0.0%
Management	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Nursing	4	26.7%	8	53.3%	3	20.0%	0	0.0%
Police Science	0	0.0%	0	0.0%	2	100.0%	0	0.0%
Respiratory Therapy	0	0.0%	0	0.0%	4	100.0%	0	0.0%
Career Studies	1	16.7%	4	66.7%	1	16.7%	0	0.0%
TOTAL	10	22.2%	22	48.9%	13	28.9%	0	0.0%

TABLE 26: EMPLOYER EVALUATION OF LOGIC SKILLS
OF 1984-85 PVCC GRADUATES BY DEGREE RECEIVED

CATEGORY	EXCELLENT (one of the best ever)		GOOD better than most)		AVERAGE (about the same as most)		POOR (worse than most)	
	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.
A.A.	0	--	0	--	0	--	0	--
A.S.	4	66.7%	1	16.7%	1	16.7%	0	0.0%
A.A.S.	5	15.2%	17	51.5%	11	33.3%	0	0.0%
Certificate	1	16.7%	4	66.7%	1	16.7%	0	0.0%
TOTAL	10	22.2%	22	48.9%	13	28.9%	0	0.0%

APPENDIX B:

EMPLOYER COMMENTS

EMPLOYER COMMENTS

[This graduate] is naturally a very bright person. I believe her IQ is in the genius range. Therefore her math, writing, etc. skill would tend to be good! She does have a very positive attitude which is probably partly her nature, but probably also [comes] from her college experiences.

I am not really able to compare PVCC with other similar institutions since I am not familiar with other institutions that offer 2-year degrees. From talking with those who attend PVCC, I have been favorably impressed with what they tell me about some courses and not so impressed with what they say about other courses. Since [the graduate's] job requires little writing or speaking in front of others, I find it difficult to evaluate those things.

PVCC could use a critical care focus limited to its brightest students and in-house faculty members.

RE: Occupational education/training

The student in commercial art, and for that matter, photography, should receive many more business related problems. Your design theory fundamentals are fine, as are your drafting courses. However, what about techniques and equipment? You should also build your students up to showing portfolios that will push an Art Director's button, and so students can compete with other job candidates. That means teaching them presentation techniques!

[This graduate] has been a valuable asset to our staff. Her strongest point is her ability to adapt to new and changing expectations of the unit.

[Her] personality and perseverance, I think, are mostly responsible for the type of nurse she has become.

I haven't any other similar employees so no basis for comparison. Frankly, I think your questions relate too much to personal qualities rather than education.

[This graduate] has been an outstanding employee who was recently promoted from a staff nurse position to a Clinician A position (entry level leadership position). She has developed strong clinical skills and demonstrates an ability to teach. She remains self-directed and constantly seeks avenues for improvement/growth. She is currently pursuing her BSN on a partner basis through additional courses at PVCC. She speaks highly of and is an excellent reflection of having received sound preparation at PVCC. She demonstrates "adult learning opportunities/experiences" at its best.

We wish we had more people like [this graduate].

Other employees [at this department] are graduates of medical records management programs. They are excellent employees, as is [this PVCC graduate]. Therefore the ratings appear average. I am very impressed with [this PVCC graduate's] skills and could not ask for more interest and enthusiasm for the job performed.

[This graduate's] employment had no relationship to the program she was enrolled in. She was an employee before she became a student.

APPENDIX C:

PARTICIPATING EMPLOYERS

LIST OF PARTICIPATING EMPLOYER ORGANIZATIONS

A-Systems, Inc.
Albemarle Bank & Trust Company
Buckingham Correctional Center
Charlottesville Police Department
Colonial Pipeline Company
Comdial Corporation (3)
Computerland
David C. Wilson Hospital
Domino's Pizza
Farmer's Home Administration
Honeywell, Inc.
King's Daughter Hospital (2)
Martha Jefferson Hospital (3)
Ovenaire Audio Carpenter
Piedmont Virginia Community College, Business Office
Rockingham Memorial Hospital
Southside Rehabilitation, Inc.
State Farm Insurance Company
The Cedars Nursing Home, Beverly Enterprises
Tiger Fuel Company
U. S. Army Foreign Science & Technology Center (2)
Unisys Corporation (3)
University of Virginia, Security Office
University of Virginia Medical Center (10)
University of Virginia, Physical Plant (2)
University of Virginia, Children's Rehabilitation Center
University of Virginia, Blue Ridge Hospital
Virginia Power Company
Waynesboro Community Hospital
Western State Hospital (2)

APPENDIX D:

SURVEY INSTRUMENT

In comparison to other employees you hire at the same level and in the same capacity, John X. Doe, Jr. rates as:

	EXCELLENT (one of the best ever)	GOOD (better than most)	AVERAGE (about the same as most)	POOR (worse than most)	N/A (not applicable)
Technical job skills					
Quality of work					
Quantity of work					
Attitude toward work					
Cooperation with fellow workers					
Cooperation with supervisors					
Math skills					
Writing skills					
Speaking skills					
Research skills					
Logic skills					

In comparison to similar institutions, PVCC rates as:

	EXCELLENT (one of the best ever)	GOOD (better than most)	AVERAGE (about the same as most)	POOR (worse than most)	N/A (not applicable)
Occupational education/training					
General education					

Do you participate in PVCC's cooperative education program? _____

If not, are you interested in learning more about the program? _____

Please use the reverse side of this page to make any written comments you think will be helpful to PVCC in evaluating the success of its academic programs and graduates. Thank you for your cooperation.

APPENDIX E:

EMPLOYER COVER LETTERS

March 9, 1987

Marketing Division
The ABC Company
1200 Main Street
Anytown, VA 20000

Dear Employer:

Last spring I conducted a graduate follow-up survey of Piedmont Virginia Community College (PVCC) graduates of the class of 1984-85. One of the graduates, John X. Doe, Jr., indicated employment with you as Marketing Research Assistant.

This graduate gave us permission to contact you for the purpose of conducting an annual employer survey.

Could you please take a few moments to complete this form and participate in the employer survey? Your assistance will help us improve our curricular offerings at the college.

I look forward to hearing from you.

Sincerely,

Ronald B. Head
Director of Institutional Research
and Planning

encl

April 8, 1987

Marketing Division
The ABC Company
1200 Main Street
Anytown, VA 20000

Dear Employer:

Last spring I conducted a graduate follow-up survey of Piedmont Virginia Community College (PVCC) graduates of the class of 1984-85. One of the graduates, John X. Doe, Jr., indicated employment with you as Marketing Research Assistant.

This graduate gave us permission to contact you for the purpose of conducting an annual employer survey, and I wrote you a month ago, requesting that you complete a questionnaire. I still have not received the completed questionnaire.

I am sending you another questionnaire and hope that you will take a few moments to complete the form and participate in the employer survey. Your assistance will help us improve our curricular offerings at the college.

If you have already returned a completed questionnaire, let me thank you for your cooperation. Otherwise, I look forward to hearing from you.

Sincerely,

Ronald B. Head
Director of Institutional Research
and Planning

encl

ERIC Clearinghouse for
Junior Colleges JUL 31 1987